

Program Data Sheet

Name of Event: 4 th Annual Bridal Show			Pilot Program
			Revised program
		X	Repeat Program
Date: 10 February 2007	Day of Week: Saturday	Time: 11 a.m. 3 p.m.	
Location: BBCC	Information Phone #: 788-3151	Price: \$15.00	
Program Coordinator: Maria P. Jackson			
Phone #: 788-3151	Fax #: 788-4029	e-mail Address: maria.p.jackson@us.army.mil	
Purpose of the Event: Annual Event			
Indicator/Measure of Success: Continue to be a great PR for the BBCC Catering and Fort Monroe. Excellent community participation.			
After Action Report (AAR) Comments from Prior Event(s): 			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
M. Jackson	Publicity	X3151	X4029	Maria.p.jackson@us.army.mil	Electronic mail, web, e-zines, add, flyers distribution. PAO support requested.
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
BBCC	Food & Beverages	X2406			Brunch Catering.
	Procurement				
BBCC	Set-up / Clean-up	X2406			Set Up/brake down
	Other				

After Action Report

Financial Analysis		
Sales:	\$810.00	Notes: Brunch sales at the BBCC COG was \$273 more than last year. Vendor registrations and pre-sales. BBCC labor \$213 over last year
COGS:	\$600.00	
Other Revenues:	\$1,425.00	
Labor:	\$1,174.00	
Other Expenses:		
NIBD:	\$461,00	

Program Analysis	
Attendance:	
Indicator/Measure of Success: Increase brides from last year. Less vendor participation.	
<p>Elements to Change:</p> <p>Date need to be moved back to a Sunday, vendors and Fashion Show coordinator, remarked that they will not be able to attend if book on Saturday again.</p> <p>Las year we suggested that a bar set up be add to the program, many customers ask for: Mimosas, Bloody Mary's and Screw-drivers. It didn't happen.</p> <p>Labor cost and COG is too high. The take the majority of revenues.</p>	
<p>Elements to Eliminate:</p> <p>Saturday booking.</p>	
<p>Elements to Add:</p> <p>Bar.</p>	
<p>Other Comments:</p> <p>A difference of \$971 in Vendor registrations from last year event to this year, due to change of date to a Saturday, several vendors unable to participate this year.</p>	